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## AMENDMENTS TO THE CLAIMS

- 1. (Currently Amended) A method of delivering content from a plurality of sources to a plurality of end servers through a central manager, the method comprising:
  - receiving the content from <u>at least one content source</u> the plurality of sources at the central manager, the received content in a form used by the content source;
  - re-formatting formatting the content to a form other than that used by the content source; usable by the plurality of end servers;
  - creating a transaction generic to the plurality of end servers, wherein the

    transaction identifies a set of instructions for storing the <u>re-formatted</u>

    formatted content; and

sending the transaction to an end server in the plurality of end servers,
wherein the transaction allows the end server to execute the set of instructions
identified by the transaction if the <u>re-formatted</u> formatted content is
desired by the end server, the set of instructions storing the <u>re-formatted</u>
formatted content into the memory of the end server.

- 2. (Currently Amended) The method of claim 1, further comprising sending the stored formatted content to a plurality of clients.
- (Original) The method of claim 1, further comprising storing the transaction in a storage device.

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- 4. (Original) The method of claim 3, wherein the storage device is a cache.
- 5. (Original) The method of claim 4, further comprising determining if the transaction is current.
- 6. (Original) The method of claim 5, wherein determining if the transaction is current comprises reading a flag indicating the transaction is not current.
  - 7. (Original) The method of claim 5, further comprising:
    requesting prior transactions from the storage when the transaction is not current;
    and receiving the prior transactions from the storage.
- 8. (Original) The method of claim 7, further comprising discarding the prior transactions if the prior transactions are not needed.
- 9. (Original) The method of claim 8, wherein discarding the prior transactions if the prior transactions are not needed comprises comparing a prior transaction in the set of prior transactions to a last transaction received and discarding the transaction if the prior transaction was already received.
- 10. (Original) The method of claim 8, further comprising reading in all the prior transactions into the memory.

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- 11. (Original) The method of claim 1, wherein the reference is a subject describing the content.
- 12. (Original) The method of claim 1, further comprising filtering the content at the central manager.
- 13. (Original) The method of claim 1, further comprising filtering the transaction at the end server.
- 14. (Original) The method of claim 1, wherein sending the transaction to an end server in the plurality of end servers comprises communicating between a central manager proxy and end server proxy.
- 15. (Previously Presented) A method of delivering content from a plurality of sources to a plurality of end servers through a central server, the method comprising:

receiving a first content from a first source;

receiving a second content from a second source, wherein the first content and second content are in a different format;

formatting the first and second content;

creating a first transaction including the first formatted content;

creating a second transaction including the second formatted content, wherein the

first and second transaction are in the same format; and sending the first and second transactions to an end server,

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wherein the first and second transactions allow the end server to execute a first set
of instructions associated with the first transactions to store the first
content if the first content is desired and execute a second set of
instructions associated with the second transaction to store the second
content if the second content is desired.

## 16. (Cancelled)

- 17. (Original) The method of claim 15, further comprising sending the first content to a client.
- 18. (Original) The method of claim 17, further comprising sending the second content to the client.
- 19. (Currently Amended) A system for delivering content from a plurality of sources to a plurality of end servers, the system comprising:
  - a central manager coupled to the plurality of sources and configured to receive content from at least one content source, the received content in a form used by the content source; the plurality of sources; and

a software process associated with the central manager,

wherein the software process includes instructions to re-format format the content

to a form other than that used by the content source and create a

transaction generic to the plurality of end servers,

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wherein the transaction identifies a set of executable instructions;
wherein the plurality of end servers are coupled to the central manager and
configured to receive the transaction and to execute the set of instructions
to store the content into a memory device of an end server executing the
set of instructions.

- 20. (Original) The system of claim 19, further comprising a transaction storage, wherein the storage stores the transaction.
- 21. (Original) The system of claim 20, further comprising a storing process designed to store the transaction in a format in the transaction storage.
- 22. (Original) The system of claim 21, wherein the format comprises default, db, flat, conversation, file, and sports.
- 23. (Original) The system of claim 20, further comprising a catching up process designed to retrieve a set of prior transactions from the transaction storage.
- 24. (Original) The system of claim 19, wherein the software process comprises a replication software process designed to forward the transaction to the plurality of end servers.
- 25. (Currently Amended) The system of claim 19, wherein the reference is a subject that indicates the re-formatted formatted content.

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- 26. (Currently Amended) The system of claim 19, wherein the transaction comprises the <u>re-formatted</u> content.
- 27. (Original) The system of claim 19, wherein the transaction comprises the set of instructions.
  - 28. (Original) The system of claim 19, further comprising:

    a proxy associated with the central manager; and
    a plurality of proxies associated with the plurality of end servers,
    wherein the central manager proxy and the plurality of proxies communicate to
    send the transaction.
- 29. (Previously Presented) The method of claim 1, wherein the transaction includes content-identifying information.